

Hayward Highlights

THE HEART OF THE BAY™

Important news, useful information and progress we're making in getting work done to improve day-to-day life in the City.

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Visit the [Newsletter's webpage](#) on the City's website to sign up to receive it via email or download it directly.

Focused Priorities, New Budget Innovation and Creativity in Hayward

Like communities across the country, Hayward continues to struggle toward economic recovery. Depressed property values, unemployment, and low consumer confidence continue to hold back a sluggish economy, resulting in significant tax revenue losses for the City. Despite the massive reductions in much-needed tax revenue, demand for City services is still high and growing all the time.

The City continues to provide high-quality services to the community through innovation, creativity, and employee productivity. The City began its new fiscal year on July 1 with the approval of an operating budget of \$245 million and a capital budget of \$106 million, with only 779 full-time and part-time employees to get it all done.

Every year in conjunction with the budget process, the City Council comes up with its priorities for the year to focus the City's efforts and achieve success. Making Hayward "Safe," "Clean," and "Green" are the Council's top priorities, and the budget is crafted to support those priorities. A safe Hayward includes improved public safety across the City, reduction of residential burglaries, and increased safety on school campuses. A clean Hayward focuses on eliminating blight, litter, illegal dumping, and graffiti. City-neighborhood partnerships programs will continue to identify and address problems and issues. A green or sustainable Hayward means continuing implementation of the Climate Action Plan, furthering renewable energy efforts, increased use of

clean and green energy, and continuing efforts to reduce homelessness.

Three other major Council priorities include bolstering the City's organizational health, ensuring land use regulations better the City's quality of life and commercial health, and furthering Hayward's fiscal stability in these tough times and beyond. In this issue of Hayward Highlights, the past fiscal year's accomplishments are reviewed. Full details about the Council's priorities and the adopted budget are available on the City's website: <http://bit.ly/OfaLc3>

City Manager's Office, 583-4300



How Can We Help?

Use www.accesshayward.com to find the information you need from the City, make a service request or ask a question. Your submittal will go directly to the staff member who can best help.

City Council's Priorities: Some Highlights

Safe *a top priority*

- Improve public safety in targeted areas
- Improve safety of school campuses

Clean *a top priority*

- Strengthen code enforcement, eliminate blight
- Decrease litter, dumping and graffiti

Green *a top priority*

- Continue implementation of Climate Action Plan
- Residential, commercial energy efficiency

Organizational Health

- Strengthen capacity to manage disasters

Land Use

- Updating the General Plan

Fiscal Stability

- Resolve long-term, structural deficit

<http://bit.ly/OfaLc3>

In This Issue News from the City & the Work it is Doing

More Murals Across Town. Utility boxes, too. Murals brighten and beautify while fighting ugly graffiti. There is also a tour available. **Page 3**

Free Help Online for Identity Theft Victims. Hayward Police is serious about fighting identity theft, with an online tool and help for victims. **Page 5**

You Help Is Needed!! The City is updating its General Plan and needs citizen input. Your voice is key and a task force is seeking volunteers. **Page 9**

City's Improvements to Route 238. With the project over 65% complete, the Mission and Foothill Blvd improvements are taking shape. **Page 11**

This newsletter has links! We've tried to link to as many resources as possible. Just click on the **dark green, bold text** to visit a page in your browser.

Visit or Contact Us!

Call 583-4000 or on the Web at www.hayward-ca.gov.

City Hall, at 777 B Street, is open Mon-Fri 8-5 with some City departments, like Revenue Division and Development Services, having modified hours.

Hayward Library Branch hours are Mon-Wed 11-8, Thurs-Sat 10-5 and closed Sun.



City Council Meetings

The Council meets the 1st, 3rd, and 4th Tuesdays at 7pm on the second floor of City Hall. To receive Council agendas via e-mail, contact the City Clerk at 583-4400 or cityclerk@hayward-ca.gov.

Promoting Hayward Business Supporting, Attracting, Retaining

Hayward's Economic Development Department's two staff are responsible for creating and supporting a positive climate for businesses in the City. They work proactively with other City departments to facilitate new development, retain existing businesses, and bolster Downtown businesses through fun activities and events that bring Hayward residents downtown. Two Restaurant Walks, the annual A Taste of Hayward, the Summer Movie and Concert Series, and the August Music Festival, which boasted over 1,200 attendees, were all part of efforts to promote Hayward as a dynamic, vibrant, and distinct Bay Area city.

For its efforts in promoting local business, the Department received an Award of Merit in 2011 from the California Association for Local Economic Development. Examples of Hayward's business-promotion efforts include the Shop Hayward Program, which was expanded this fiscal year and included over 200 shoppers and 40 retailers or restaurants.

Promotional programs are combined with intensive efforts to retain our local businesses, whose employees and tax revenue help Hayward thrive. Successfully retained businesses resulted in the preservation of over 1,100 jobs and an estimated \$10 million impact for Hayward. Another way that Economic Development and Hayward businesses work together is the Business Cooperation Program, which ensures the City retains its share of any use tax paid on major purchases, and that revenue is not lost to the County or State. This resulted in over \$500,000 in additional revenue for the City during the past year.

Another key outreach effort is the Business Visitation Program, which partners key City officials with business leaders to learn about on-the-ground issues through one-on-one discussions. Listening to businesses has resulted in larger improvement efforts, like the Food Manufacturing Council, which works to address the needs of the City's ever growing Food Manufacturing sector. Through these efforts, the City is working every day to make the Heart of the Bay the heart of business.

Economic Development, 583-4304

City Clerk: Information Central Preserver of Official City Records

The Office of the City Clerk is the maintainer of all things official in the City. The Clerk's job is to ensure the accessibility and preservation of all official City records, manage legislative proceedings, conduct municipal elections, and serve as support to the City Council and City boards and commissions. The Office works closely with all City departments to ensure that this mission is fulfilled and City records are preserved. Over the past fiscal year, the Clerk's office processed 459 U.S. passport applications and 180 Public Records Act requests in addition to the duties above. Beyond the Clerk's normal responsibilities, the Office has a blog which provides timely information about City meetings and events as well as other events around town of interest to Hayward residents.

New Councilmembers Sworn In Two New Members Join Council



In July, the oath of office was administered to re-elected Councilmembers Barbara Halliday and Francisco Zermeño, and newly-elected Councilmembers Greg Jones and Al Mendall. Outgoing Councilmembers Olden Henson and Bill Quirk were recognized with commendations for their dedication, service, and commitment to the people and the City of Hayward. The swearing-in ceremony was a memorable event, with the Hayward Fire Department



Honor Guard escorting the Councilmembers into the Council Chamber; the Hayward Police Department Color Guard presenting a special flag ceremony; and the Mt. Eden High School Chamber Choir performing "The Star Spangled Banner."

City Clerk's Office, 583-4400



New Murals and Working with Neighbors Improving Our Quality of Life

Public Art Helps Fight Graffiti

The Hayward Mural Art Program continued its blight reduction and beautification efforts this past year with 26 new murals. These new projects are part



of the reason why the program received the 2011 Helen Putnam Award from the League of California Cities, recognizing outstanding community and economic development programs that advance the economic vitality of a community. New mural projects included the sound wall along the BART tracks near Downtown, the Jackson Street BART underpass, and two additional sides of the Cinema Place parking garage. Nine utility boxes and seven library book drop boxes were also painted, with stretches of both Mission Blvd and Hesperian Blvd scheduled to have utility boxes painted, too. The City has created a self-guided tour of murals downtown and across the City. You can download it at hayward-ca.gov/mural.



Community Appearance Keeps Hayward Safe and Clean

Hayward has adopted a number of ordinances aimed at improving the quality of life in the City by ensuring that community appearance standards are maintained throughout the City. The Community Preservation Program worked to keep the community safe and clean over the past year by working with residents and businesses to fight blight. Over 3,200 violations

were reported and addressed by City staff in fiscal year 2012. An example of a typical case, like the one

shown, usually involves cleanup



and painting a property to remove any violations. More information is on the City's website:

<http://bit.ly/Q6tgx6>

Neighborhood Partnerships Reach Out to Neighborhoods

The Neighborhood Partnership Program is responsible for creatively engaging with Hayward neighborhoods to resolve a variety of community concerns. In partnership with multiple City departments, the Program facilitates collaborative solutions to complex problems. Over the past year, 21 neighborhood meetings took place across the City. These meetings resulted in the resolution of significant neighborhood concerns regarding appearance, litter, blight, and traffic issues, among others.

The Program worked with other agencies this year to win a \$25 million federal grant for the Hayward Promise Neighborhoods Initiative. The grant will help improve educational opportunities for youth in the Jackson Triangle area and will be implemented over five years. Additionally, the Program conducted the third annual Hayward Neighborhood Leadership Academy, with over 60 residents from throughout Hayward learning ways to improve the quality of life in their neighborhoods and across the City.

City Manager's Office, 583-4300

Neighborhood Clean-Ups

Join your neighbors in cleaning and greening our city every 4th Saturday from 8:30 to Noon. **It's easy!**

August 25 Leidig at Tennyson in Harder-Tennyson Neighborhood

September 22 Burbank Elementary School in Burbank Neighborhood

October 27 Palma Ceia Elementary in Palma Ceia Neighborhood

November 17 Tennyson High School in Whitman-Mocine Neighborhood

<http://bit.ly/LQzyDX>



Tour Murals Downtown and Across Hayward!!

The City is making an effort to get murals up across town to fight blight and improve otherwise drab walls. Most murals are Downtown and a walking tour covers them all. Download a flyer on the City's website:

hayward-ca.gov/mural

Important Hayward Contacts People & Services to Help You Get Things Done

General City Info, 583-4000

Access Hayward, www.accesshayward.com

Look up a topic, make a request, or report a problem

Animal Services, 293-7200

Adoption; Dog Licensing; Lost & Found Animals; Dead, Stray or Wild Animals

Building Division, 583-4140

Building Inspections, Permits, and City Codes; Residential Rental Inspection Program

City Clerk, 583-4400

Passports, Notary Public, Certificate of Residence, Requests for Records and Documents

Community Preservation, 583-4143

Problems on private property, such as trash, graffiti, weeds, or inoperable vehicles

Fire Prevention, 583-4900

Fire Permits, Inspections, Plan Review; Hazardous Materials; Fire Education

Public Library, 293-8685

Adult, Teen, and Kid programs; Community Outreach; Homework Help; Literacy Tutoring

Maintenance Services, 881-7745

Public right-of-way problems with graffiti, illegal dumping, street signs, or street trees

Planning Division, 583-4200

Planning Permits, Zoning Information, Planning Resources and Information

Police, General Information 293-7272

Emergency 9-1-1, Non-Emergency 293-7000

Public Works, Engineering and Transportation

583-4730

Solid Waste and Recycling, Water and Sewer

583-4700

Revenue Office, 583-4600

Water Bills, Business License Taxes, Parking Tickets, Administrative Citations, Emergency Facilities Tax

Help Stop Illegal Dumping



Illegal dumping poses a health and safety danger, reduces

quality of life, and lowers Hayward property values.

Help make Hayward a safe, clean, and green community.

Any time you see someone dumping waste in the public right of way, **report it to the Police Department at 293-7000.**

Get a Free Tree!



The City is building its urban forest by planting one of five different kinds of trees in the right-of-way for those who request it. For details, call Landscape Maintenance at 583-8906 or visit the City's website: <http://bit.ly/MV0Fwi>

Keeping Streets Clean Will Keep Bay Clean!



If it goes down the storm drain, it goes into the Bay! Check **your**

street's sweeping schedule using our handy, online look-up map. Help us keep the streets clean and storm drains clear by moving your vehicle during scheduled street sweeping days.
<http://bit.ly/LQK0bM>

Maintaining Hayward's Quality of Life Trees, Trash, and Clean Energy

The Maintenance Services Department provides front-line services which contribute to the City's public perception of safety, cleanliness, and sustainability. The Department's responsibilities are huge: maintaining the City's 266 miles of streets and sidewalks; removing graffiti on public property within 48 hours and illegal dumping



within 72 hours; street sweeping and cleaning of storm drains; emergency response to street, landscape, or hazardous-material emergencies; maintenance of public landscaping and neighborhood gateways; maintenance and operation of 35 City buildings; and management of 400 vehicles and equipment in the City's fleet.



The Department also provides support to other City departments, including Public Works Engineering and Transportation Department for work on capital improvement projects.

Along with crucial day-to-day work, Maintenance Services is a community partner participating in Neighborhood Partnership meetings, the Keep Hayward Clean and Green Task Force, Adopt-A-Block



programs, neighborhood clean-ups and planting events, and the annual Arbor Day celebration. The Department also actively supports the City's multi-departmental SMASH operations, which dedicate resources to cleaning up blighted properties and trouble spots. Over the past year, 400 residents have had a free street tree planted in front of their home as part of

Maintenance Services efforts to maintain and build Hayward's urban forest.

Working hard to keep Hayward clean, the Street Maintenance team responded to 850 incidents of graffiti in past fiscal year, painting out 166,643 sq ft on public property. Additionally responded to 1,200 illegal



dumping incidents removed 6,000 cubic yards of debris. Weekend clean-ups picked up over 2,000 cubic yards of trash, with City staff and community volunteers working together across Hayward. This is in addition to the regular street sweeping that combs the City, providing bi-weekly cleaning, and the upkeep of City streets, City facilities, roadway medians, and other publically-owned landscaping by the Landscape Maintenance team.



Reducing Our Carbon Footprint

During this past fiscal year, the Facilities staff

began a conservation project to install energy-efficient lighting and solar arrays, funded with a low-interest loan



from the California Energy Commission. The project includes installing the latest energy-saving lighting technology, saving energy by way of LED bulbs, motion detectors, and timing controls. Two solar power arrays will also be installed later this year.

Maintenance Services, 881-7745

Hayward Fire Continuing a Long History of Community Service

Since 1865, Hayward firefighters have been working to prevent and fight fire in the community as well as respond to a wide range of emergencies. The original fire crew was comprised of just nine volunteer men. In 1875, the first official fire department opened, which had pressurized fire hoses from a hand-pump cart purchased 5 years earlier. A lot has changed since those early days.



In 2012, the Hayward Fire Department has 9 fire stations, and 120 uniformed men and women who protect the community, and have been recognized throughout California for their efforts. Responding in the past year to over 14,500 calls—10,500 emergency and 4,000 non-emergency—the Department regularly earns recognition throughout the state and the nation for protecting its residents. Forty-three fire investigations; 3,172 fire prevention and hazardous materials inspections; and 2,208 hours of emergency medical services training are just some of the recent statistics showing how Hayward Fire works proactively to prevent emergencies.

This year saw new leadership for the Hayward Fire Department with Fire Chief Garrett Contreras. In the Daily Review, City Manager Fran David said of his promotion, “Over the last seventeen years, Chief Contreras has demonstrated his loyalty and commitment to the community of Hayward. I am pleased that the Fire Department has worked so hard to prepare this talented and skilled individual.”

Along with a new chief, Hayward Fire acquired considerable grant funds for equipment and projects this past year. Most notable of the grant funding was \$417,000 for interoperable radios, made available from a Federal Assistance to Firefighters Grant. These radios improve the communication capabilities of the Department, allowing it to better reach other departments and agencies. Additional federal dollars of over \$110,000 from the California Fire Safe Council provided funding



for community defensible space training for residents in the urban-wildland area in the hills, specifically in the Ward Creek Drainage area.

Public outreach by the Department included graduating two Community Emergency Response Team (commonly known as CERT) classes. Other items of note are that all fire engines are now equipped with pet oxygen masks, and that the Fire Department represented several California agencies at the White House for their earthquake preparedness. These accomplishments and recognitions during the past year show that Hayward Fire is always working and ready to help within minutes during emergencies.

Hayward Fire Department, 583-4945



Identity Theft Serious Problem Online Tool Available for Victims

It's the fastest growing crime in the nation. Identify theft is the illegal possession or use of your personal information to obtain credit, goods or services, work, benefits, fraudulent access to your personal account, or even commit crimes using your name. The crime costs businesses and individuals over \$50 billion annually, with only 25 percent of victims reporting the crime. It's something that the Hayward Police Department takes very seriously and is actively working to combat.

There is now a free service that will provide advice and support if you live or work in the City of Hayward and believe that you are the victim of identity theft. This unique service is a partnership between the Hayward Police Department and the Identity Theft Council, a non-profit group of identity theft and security experts who volunteer their time to provide free assistance to identity theft victims locally.

For more information from the Identify Theft Council, email at hayward@identitytheftcouncil.org, or visit identitytheftcouncil.org/Hayward, or call a counselor at 888-771-0767.

Hayward Police Department, 293-7272

CERT Classes Starts Soon!



After a major disaster people will have to rely on each other to meet their **immediate life saving and life sustaining needs** until professional services arrive. Hayward Fire teaches **basic response and organizational skills** in case of a major disaster. **Classes start in September.** <http://bit.ly/PRKzFy>

The City of Hayward is Open for Business!

haywardopenforbusiness.org is the City's economic development website to help you find out about **how to do business in Hayward**. With information on the business climate, commercial space availability, and many other resources, it's the first place to consider when doing business in the City.

Are You Ready for It?



The Hayward Fire Department has lots of useful and life-saving **information about disaster preparedness** on its website. Get your family **informed, organized and prepared** before disaster strikes! <http://bit.ly/Pzu6VH>

2-1-1 INFORMATION

Dial 2-1-1 for Housing, Health, and Human Services Information. A free, non-emergency, confidential service, 2-1-1 provides easy access to **housing information, and critical health and human services**. It operates 24 hours a day, 7 days a week with multi-lingual capabilities.

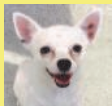
211alamedacounty.org



How Can We Help?

Use www.accesshayward.com to **find the information** you need from the City, **make a service request** or **ask a question**. Your submittal will go directly to the staff member who can best help.

Rescue All the Animals!



Hayward's Animal Shelter has a pet for you and your

family. Adopt today! You can meet at the Animal Shelter or one of the local events that our animals visit. The Shelter's website has full details and contact info.

www.haywardanimals.org

Hayward's Legal Advisor City-Wide Service and Cutting Costs

The Office of the City Attorney serves as legal counsel and advisor to the City Council, City Manager, City staff, and the City's boards and commissions. The advice the Office provides covers all areas of City business. From contractual and regulatory matters to advising staff regarding legal aspects on a wide range of issues, City attorneys play an essential role in guiding City policy.

Collaborating with other departments, the City Attorney plays a key role in helping to keep the City safe and clean, two important priorities of the City Council. Working closely with the Code Enforcement Program, legal advice given allows City staff to tackle blight and code violations that affect the quality of life, public safety, and property values throughout the community. Advising the Keep Hayward Clean and Green Task Force is another way the City Attorney contributes to the community's well-being.

The City's multi-departmental SMASH (Synchronized Multi-Agency Safe Housing) operations sees the Office playing an important role working with Hayward Police, Fire, building officials, code enforcement officers, Maintenance Services, Alameda County Housing Authority, and parole officers. SMASH operations target persistent nuisances and dangerous properties to help reduce neighborhood blight and increase public safety. These are crucial in improving Hayward's quality of life, and the City Attorney is proud to be a part of that.

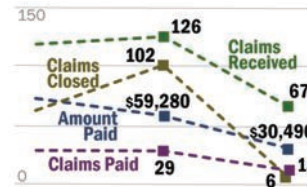
Along with facilitating responses to over 100 Public Records Act requests through the City Clerk's Office, the City Attorney's Office keeps the City Clerk aware of changes in state law regarding public meetings. With numerous City boards and commissions, this assistance is an important service the Office provides.

Saving Hayward Money by Increasing Efficiency

Increasing efficiency and saving the City money may not be the first thing that comes to mind when thinking about the City Attorney, but over the past fiscal year the Office of the City Attorney has worked to do just that. Data for the number of claims against the City, number of claims closed, and amount in claims paid shows that there is significant decline from the previous fiscal year. Generally, the decline is roughly a 50 percent drop, and fewer claims filed

against the City resulted in reduced payment of City funds.

Lawsuits that the City was involved in declined by 50 percent, and the City prevailed in half of those



cases. The fees paid to outside counsel are a fifth of last fiscal year because of an effort to rely

on in-house staff to reduce costs.

Hayward's Rent Control Ordinances

A significant number of renters in the City are covered by the City's two rent control ordinances: the Residential Rent Stabilization Ordinance, covering multi-unit dwellings, and the Mobile Home Ordinance, covering mobile homes. The City Attorney is responsible for the administration of these through its Rent Review Program. The Program responds to complaints of improper rent increases or service reductions on rent-controlled-units by working jointly with tenants and landlords through mediation or non-binding arbitration to resolve issues.

City Attorney's Office
583-4450

From Landfill to Open Space And With a Bayside View

Did you know that a good portion of land in the Hayward Regional Shoreline near the West Winton Ave trailhead is former landfill? It is hard to believe that an extensive shoreline trail that is open to the public and offers great scenic and wildlife viewing



opportunities once was a dump. But, it's true. The City recently completed additional work to improve drainage and

further protect this environmentally sensitive area to ensure the future health of this open space. For more information about this open space and what it has to offer, visit either ABAG's Bay Trail website at baytrail.abag.ca.gov or the Hayward Area Recreation District has information about the Shoreline Interpretive Center on its website: <http://bit.ly/MmLv1g>

Public Works Utilities and Environmental Services
583-4700

Hayward Police Looking Back at Some Significant Accomplishments

Year's Major Case: Suspect Charged in Homicide

On May 27, 2011, 26-year-old nursing student Michelle Le was reported missing and within a few hours, the Hayward Police began coordinating with the FBI and other local police agencies in an investigation that covered an area from San Diego to Reno. The case was covered in the local and national media, and internationally in the UK and Vietnam.

Through cell phone forensics, DNA testing, multiple search warrants, seven area searches, and hundreds of investigative hours, an arrest was made on September 7th. The suspect was ultimately indicated on homicide charges and is currently in jail awaiting trial.



One of the most dynamic aspects of this investigation was the relationships built between the Hayward Police Department, Michelle's family, and countless members of the Hayward community. The family and Hayward Police were in regular, sometimes daily communication as the investigation transpired. Michelle was greatly loved and the dedication and perseverance of her brother, cousin, and uncle were the impetus that resulted in seven very extensive searches.

Those searches involved hundreds of community volunteers who also came together for fundraisers, vigils, and flier distribution. The Hayward Police Department worked hand-in-hand with Michelle's family and were present at every search. Michelle's brother, Michael, turned the tragedy into something positive and now assists and coordinates searches for families of missing persons.

\$3.6 Million Awarded for Police Staffing

This past year, the U.S. Justice Department awarded \$3.6 million to the Hayward Police Department to pay for nine police officers as part of the Community Oriented Policing Services Program. The money will be used to hire or retain officers who served at least 180 days in the military since September 11, 2001. "It's great because they're going to have life experience and we're looking for mature, hard-working men and women that want to make a

difference and already have a real understanding of what public service is all about," Hayward Police Chief Diane Urban explained.

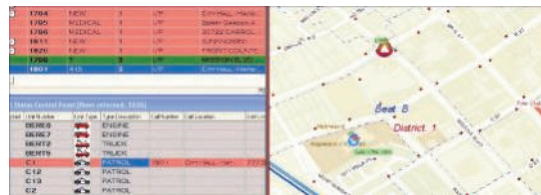
Eight SMASH Operations Clean-Up Problem Spots

The City of Hayward is setting the bar for urban cities across the nation with its renowned Synchronized Multi-Agency Safe Housing Program (SMASH). The program has a proven record of success for dealing effectively with neighborhood blight, eradicating havens for criminal activity, and abating behaviors that create public nuisances that threaten the quality of life in Hayward. A total of eight SMASH operations were completed in fiscal year 2012. SMASH is a synchronized and collaborative effort where multiple City departments work closely together to identify and combat problem locations. The collaboration includes the Police Department, the City Attorney's Office, the Fire Department, City Code Enforcement and building officials, Maintenance Services, as well as the Alameda County Housing Authority and Probation Department.

A short video about SMASH operations is on the City's website: <http://bit.ly/OkbmK9>

New Dispatch and Information Systems Streamline Info

Over the past year, the Hayward Police Department implemented a new computer-aided dispatch and records-management system (commonly known as a CAD/RMS), which created a centralized mission-critical information system for both Police and Fire.



The new system's graphical, map-focused interface shows responding police and fire personnel an on-the-ground picture about active calls across the City.

Additionally, a new, online crime database was designed to provide real-time information to the public at the neighborhood level about local crime trends. Public access to the online database will be launched this fall. These new improvements complement each other to provide a powerful information tool to help improve the quality of life for Hayward residents.

Hayward Police Department, 293-7272

Hayward Police's Year in Review Highlights...

- New **Police Chief Diane Urban** appointed in August.
- Eight successful **SMASH operations** tackling trouble spots across the City.
- **30% reduction** in traffic collision reports through focused enforcement efforts.



VOLUNTEER with the Hayward Police and Help Make Hayward Better!!

Multiple opportunities exist, below are just a few:

Ambassadors Program

<http://bit.ly/MNoPde>

Animal Shelter Volunteer

<http://bit.ly/OqqBPg>

Neighborhood Alert

<http://bit.ly/NLE5Gi>

Police Explorer Program

<http://bit.ly/P4teEy>

Police Reserve Program

<http://bit.ly/O2XdhK>

Volunteers In Police Services

<http://bit.ly/LQIMQI>

Join Your Neighbors for a Keep Hayward Clean & Green Monthly Clean-Up

Saturday, **August 25** from 8:30 to Noon. Meet at Leidig and Tennyson in the Harder-Tennyson Neighborhood. **It's easy and fun!**

Passports at City Hall



Apply or renew a US Passport at the **City Clerk's Office** in City Hall.

A complete list of passport requirements, forms, and info is at www.travel.state.gov. We can help with your questions too, just email us at cityclerk@hayward-ca.gov

Bocce This Summer!!

The bocce courts in Silver Start Veterans Park were **renovated over the winter**. They are ready for some Italian-infused play over what is likely to be a nice and hot summer. **Stop by and check them out with some friends.** Silver Start Veterans Park is on Industrial Pkwy just east of Huntwood Ave.

Volunteer Open House a Success Community Service Interest High

The annual Volunteer Open House was held at City Hall in June and provided an opportunity for Hayward residents to learn more about serving on the City's various boards, commissions, committees, and the Keep Hayward Clean and Green Task Force. Representatives from all boards and commissions were in attendance and lots of potential applicants stopped by.

Attendees chatted with City staff and current members about job duties, meet-



ing times, and necessary qualifications. The Open House is held a month prior to the application deadline, which has passed for this year. Currently, the Clerk's Office has reviewed applications, and interviews with the City Council are the next step before new members are appointed. A video of event highlights is on the City's website: <http://bit.ly/MjLcUH>

Additionally, a new General Plan Task Force is being formed. Details about the General Plan update and information about the Task Force are on the City's website: www.hayward-ca.gov/generalplan *City Clerk's Office*, 583-4400

KHCG Task Force Going Strong You Can Get Involved, Too!

The 19-member Keep Hayward Clean and Green Task Force's (KHCG) mission is to preserve the environment and enhance the visual appearance of the City through the joint efforts of individuals, volunteer groups, businesses, and municipal resources. By getting involved with clean-up efforts, community education, and assisting City staff in improving policies and procedures that impact community appearance, KHCG works across the City to keep Hayward looking its best and tackling the little problems that can have a big effect on quality of life issues. KHCG clean-up events are scheduled monthly and provide the community an opportunity to volunteer and help keep Hayward clean. This past year, the KHCG held ten events that included the help of 1,070 volunteers, picking up cubic yard after cubic yard of trash. One of the most notable achievements of the Task Force was the launch of the Adopt-a-Block website: hayward-ca.gov/adoptablock. To volunteer or for more information on the Task Force, visit:

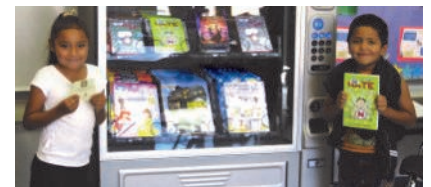
hayward-ca.gov/khcg

Blytha Bowers, KHCG Task Force
blytha@aol.com, 303-7924

Book Vending Has Arrived Library Offers Two Micro Sites for Books

During the 2012 fiscal year, the Library installed high-tech, low-cost library book vending machines at two strategically-located "satellite library" sites in historically underserved areas of Hayward. The Hayward Public Library book vending machines look like typical snack vending machines, except that instead of being stocked with chips and candy, they're stocked with library books! And instead of inserting money, one simply scans a library card, uses the keypad to select a book, and the machine dispenses the desired book along with a receipt and due date. The book is automatically checked out on the library card, and can be returned to any Hayward Library location or simply dropped into the book return box next to the machine. Each machine is stocked with materials selected for its specific location and clientele. The Day Labor Center collection is stocked with

language learning materials to support the Library's native-language literacy program there. The Longwood Elementary School collection is stocked with children's books and learning materials to support the Library's after-school tutoring center there. Additional funding to purchase books for the Longwood machine was provided by Friends of the Hayward Public Library and proceeds from the annual Taste of Hayward event.



the Library's after-school tutoring center there. Additional funding to purchase books for the Longwood machine was provided by Friends of the Hayward Public Library and proceeds from the annual Taste of Hayward event.

Sean Reinhart
Library & Community Services Director
sean.reinhart@hayward-ca.gov, 881-7956

Planning and Building a Stronger City Staff Works Across Hayward

The Development Services Department's mission is to guide the future development of Hayward to help assure the economic and environmental health of the community and maintain a high quality of life for its residents. Through the review of proposed developments and projects for consistency with zoning regulations and building standards, or code enforcement of existing properties and rental housing units, the Department works to promote the well-being of the City.

In fiscal year 2012, the Department issued over 4,800 building permits including 61 solar, photovoltaic permits, conducted over 19,100 building inspections, inspected over 1,760 rental housing units, and processed over 325 planning or land



division-related applications. A customer survey in the Permit Center indicated that over 90 percent of customers said their experience was excellent or good.

Although processing development applications and inspecting construction in a timely and professional manner constitutes a large portion of the Department's duties, there are special projects and major land-use studies that are completed on a regular basis by Department staff too.

One of the more significant projects this past year was the approval of the South Hayward BART mixed-use, transit-oriented development plan. This project is anticipated to begin in the spring of 2013 and you'll be able to see progress near the BART parking lot east of Dixon. The project represents the type of development anticipated in the South Hayward BART/Mission Boulevard Form-Based Code, which was adopted by the City Council in 2011. An increasingly popular and flexible way to guide quality development, a form-based code places emphasis on the built elements—

like structure design and streetscapes—rather than focusing on specific uses on a specific parcel or area, like traditional zoning.



The Department also took an active role in increasing energy efficiency in Hayward by issuing over \$300,000 in rebates for energy-efficiency improvements to residents, the largest Hayward energy-using businesses, and several non-profit and governmental entities. This was done through federal energy-efficiency and conservation grants. The improvements are projected to reduce greenhouse gas emissions by 800 metric tons.

Downtown Hayward is long overdue for an update of its area plan, which can greatly help influence the kind and quality of development in the Downtown. This past year, a Downtown Hayward Visioning Project, involving students at California Polytechnic State University in San Luis Obispo, held several public meetings and got significant community input about the kinds of development that residents and businesses wanted to see Downtown. This visioning project laid the framework for a new Downtown Plan.

Two other items of importance include a Local Hazard Mitigation Plan for Hayward that was processed by City staff as part of the Association of Bay Area Governments' Regional Hazard Mitigation Plan Update and awaits the City Council's approval. This plan increases the likelihood that funding will be available to Hayward during disaster events. A second was the Department's participation in development of the Bay Area's



first draft regional Sustainable Communities Strategy (SCS), as required by Senate Bill 375. The SCS calls on the region to accommodate growth and improve the region's quality of life by addressing housing, transportation, and employment issues. The SCS is scheduled for adoption in April of 2013.

Currently, a crucial item is the update of the City's General Plan. It is Hayward's fundamental planning document and a citizen task force is being formed to help the process along. Details are on the City's website: www.hayward-ca.gov/generalplan

Development Services Department, 583-4114

Want to Be A Part of Hayward's Future??

The City is updating its General Plan, which is the basic blueprint for development, guiding growth and setting land use policy.



We Need You To Share Your Vision

There are many ways to get involved and details are on the City's website in one central location. Bookmark it and



subscribe to the General Plan email list to get

news and info on how you can contribute.

hayward-ca.gov/generalplan

Subscribe! It's Free!

Visit the **Newsletter's webpage** on the City's website to sign up to receive it via email or download it directly.

HARD's 10K on the Bay



Join us on the Bay Trail for the 9th annual run-

walk fundraiser for the Hayward Shoreline Interpretive Center on **Sunday, August 26th**. Come run or walk in support of its programs!! More info at 10kOnTheBay.org.

Hayward Public Works Delivers and Treats Water

- Over **15 million** gallons of water per day delivered to Hayward customers.
- Over **12 million** gallons of wastewater treated per day.

Goodbye Polystyrene!

Since 2011, retail food outlets may use only **paper, cardboard, aluminum or recyclable plastic to-go containers**. This applies to all food, eat-in or to-go. For more info, call 583-4725.

High-Efficiency Toilet Rebates are Available!



Rebates up to \$100 are available for replacing a 3.5 gpf toilet with a

qualified high-efficiency model. Visit **Public Works Water Conservation page** for full details. It could save you money on your water bill, too!

Utility Upgrades Save and Serve City Clean Water and Clean Energy

The Public Works Utilities and Environmental Services Department delivers water, treats sewage, oversees waste and recycling, and works to prevent water pollution, in addition to many other crucial tasks. The Department is the result of a recent reorganization and ensures compliance with all applicable regulatory requirements, and, beginning this year, has assumed responsibility for many of Hayward's sustainability initiatives, including implementation of the City's Climate Action Plan.

Clean & Green Energy at the Water Pollution Control Facility

Hayward's Water Pollution Control Facility receives over 12 million gallons of wastewater per day from residents and businesses throughout the community, and treats it for disposal into the San Francisco Bay. Prior to disposal, various biological and mechanical processes are used to clean the wastewater and reduce its impact on the Bay's ecological balance.

Unsurprisingly, a lot of electrical energy is needed to operate the facility and treat wastewater. In fact, it is the largest energy user among all City-owned facilities. In order to reduce dependence on purchased power, the City is continuing to implement energy-conservation efforts as well as developing alternative clean and renewable energy sources to meet energy demands.

For nearly thirty years, the Water Pollution Control Facility has used a cogenerated power system, which uses biogas that is a byproduct of the wastewater treatment process, to produce the facility's power and heat.

These cogeneration facilities, constructed in the 1980s, are sched-

uled to be replaced with a new, more efficient system that will increase energy production and reduce air emissions.

In addition to cogenerated power, a one megawatt solar energy system was completed in 2010 and is exceeding all expectations in performance and energy production. Solar energy now provides over 25% of the Water Pollution Control Facility's power



needs! By optimizing solar energy and increasing the efficiency of the cogeneration system, the facility moves closer to energy self-sufficiency and reduced pollutant emissions, while still doing the day-to-day work on which Hayward depends.

Water Conservation Saves Water and Money

Water efficiency is one of the cornerstones of an environmentally sustainable community and the Public Works Department is working to increase water efficiency across the City. To help Hayward customers reduce water use and their water bills, the City offers a variety of water conservation programs and incentives, such as rebates for water-efficient toilets and washing machines, free water-saving showerheads and faucet aerators, rebates for converting thirsty lawns to low water use plants, free water-efficient landscape classes, and educational programs in Hayward schools. There are many low-cost, simple actions that all of us can take to conserve water resources. More about water-saving ideas and program details on the City's website: <http://bit.ly/LOhsCL>

Public Works Utilities and Environmental Services
583-4700

Single-Use Plastic Bag Ban Alameda County to Limit Their Use

Single-use plastic bags at the checkout will be banned across Alameda County, including Hayward, starting January 1, 2013. The upcoming ban affects, but is not limited to, supermarkets, drug stores, and pharmacies that sell packaged food items. The goal of the ordinance is to reduce the number of plastic bags that end up in storm drains, litter the streets, or fly off into the Bay.

A store may offer customers a paper bag or a reusable bag for sale. Of course, customers can be encouraged to bring their own reusable bags! For full information about the ban—what businesses and bags are affected—you can contact Hayward's Public Works Utilities and Environmental Services Department at 583-4700, or visit reusablebagsac.org, which explains the ordinance and easy steps retailers can take to comply with the new rules.

Public Works Utilities and Environmental Services
583-4700

Hayward's Engineers Building and Maintaining City Infrastructure

The Public Works Engineering and Transportation Department is responsible for the design and large-scale construction or maintenance of a much of Hayward's infrastructure. From roads and traffic lights to sidewalks and streetlights—even the Hayward Executive Airport—the Department plans, designs, and oversees City contractors in its mission to keep Hayward moving, working, and playing.

The Department had a successful year, complet-



ing several key capital projects. In total, nearly 15 lane miles of streets were paved, 21,000 sq ft of sidewalks were installed or refurbished, 250 new streetlights were installed, and another 1,300 streetlights were repaired. Such improvements have greatly improved walking and driving conditions for pedestrians, bicyclists, and motorists. In addition, design work commenced on a new administrative building at the Hayward Executive Airport, which will include a pilot lounge, administrative offices, and a conference facility.

Staff supported other City departments in implementing several important City Council initiatives. The Neighborhood Partnership Program, improvements around the South Hayward BART Station, and the design of a new Fire Station #7 are just three such collaborative projects.



Participation in the Neighborhood Partnership Program meetings resulted in the installation of new traffic calming measures and improved lighting throughout the year and across the City. Additionally, over 700 requests for service from residents and businesses were fielded during the 2012 fiscal year.

In May, the Hayward Executive Airport hosted an open house that attracted over 3,200 people, which was quadruple last year's attendance. The event included a display of corporate jets, vintage aircraft, food vendors, and free airplane rides for children. While the Department is proud of the work that it

completed during past year and happy to see the difference those improvements have made in Hayward resident's quality of life, there is still much more work to be done.

Capital Improvement Program—Some Recent Highlights

The Capital Improvement Program (CIP) is a ten-year plan for the improvement and maintenance of the City's physical infrastructure and equipment replacement. It includes 350 projects totaling \$472 million, with approximately \$99 million spent in the 2012 fiscal year. Eighty percent of FY 2012 projects included road and street improvements. The CIP also supports utility, airport, and facility upgrades. It includes replacement of City equipment for public safety, technology services, and fleet programs.



Recent work through the CIP includes the Route 238 Corridor Improvement Project, a major refresh along Foothill Blvd and Mission Blvd, which is over 65% complete now. Spanning the City from north to south, the past year's improvements include undergrounding of overhead utilities, new median landscaping, a new 5-Flags Park Gateway, LED streetlight installations,



and final pavement for a portion of the project. To the west, the I-880/92 Reliever Route plans were finalized, consisting of much-needed street and traffic control improvements for the City's industrial area. Near Mission Blvd, the final design for the Dixon Street Project was completed and will include streetscape and access improvements between Tennyson and Valle Vista. Details of approved capital projects are on the City's website: <http://bit.ly/NvFWj>

Public Works Engineering and Transportation
583-4730

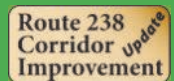
Hayward's 2012 Capital Improvements

Route 238 improvements were a significant part of this year's expenditures. Here is the breakdown for the \$99 million spent in the fiscal year 2012:

Roads & Streets	81.2%
Sewer	6.8%
Equipment	3.3%
Water.....	2.7%
Livable Neighborhoods	2.3%
Fleet	1.7%
Building Maintenance.....	1.2%
Airport	0.5%
Landscaping	0.2%

Route 238 Improvements Project Information Online

The City's website has a central



clearinghouse for information regarding the ongoing construction and improvements along Mission Blvd and Foothill Blvd.
hayward-ca.gov/Route238

Any unused or expired medication laying around?



If you have old medications, **don't flush them down the**

drain. They'll end up in the Bay and do harm! Instead, dispose of them at **Ted's Drug Store** at 27453 Hesperian Blvd or the **Alameda County Household Hazardous Waste Facility** at 2091 West Winton. Info at www.earth911.com.



Access Hayward, The City of Hayward's info, reporting and comment service, is always available:
WWW.ACCESSHAYWARD.COM

UPCOMING CITY EVENTS

Every Saturday

Farmers Market

City Hall Plaza from 9am to 1pm

Monday Nights Starting in August

Off the Grid: Gourmet Food Trucks

D Street at Mission from 5 to 9pm

August 7

National Night Out

Neighborhood Block Parties 6pm

August 11

Annual Reading Rodeo Festival

Main Library Park 11am to 3pm

August 16

Downtown Hayward Street Party

Downtown along B Street from 5:30pm

August 18-19

Hayward Zucchini Festival

Kennedy Park from 10am to 8pm

August 24

Movie Night: The Smurfs

City Hall Plaza at 8:15pm

August 25

Clean-up in the Harder-Tennyson Neighborhood

Leidig Ct at Tennyson 8:30am to noon

August 26

HARD's 10K on the Bay

Hayward Shoreline Interpretive Center at 7:30am

September 22

Clean-up near Burbank Elementary School

222 Burbank St 8:30am to noon

September 28

Free Concert: Stay Away Joes, Rockabilly Revival

City Hall Plaza at 5:30pm

September 28

Movie Night: The Lorax

City Hall Plaza at 8:15pm

October 12

Free Concert: Mariachi Festival

City Hall Plaza at 5pm

More info & meetings at www.hayward-ca.gov

Library & Community Services Contributing to Success

Most of us know that the Library and Community Services Department is responsible for public library services, but it also provides educational services such as adult literacy and homework tutoring for Hayward students. Additionally, it manages the City's Community Development Block Grants, other social services grants, housing rehabilitation programs, and local paratransit services. These services enhance the quality of life in Hayward by providing neighborhood-oriented services and access to information and resources that are relevant to local residents. With every service the Department provides, its goal is to enrich lives and contribute to the health and success of our community.

Hayward Public Library Homework Center Opens at Longwood Elementary School

In September, the Library opened a first-of-its-kind Homework Support Center at Longwood Elementary School. On the first day, 150 students lined up around the building, immediately filling the room. So many students signed up, the Center's capacity was reached and a waiting list had to be created. The Center provides quality one-on-one after school homework tutoring with the help of trained, volunteer tutors, and serves all children in grades K-6. Since opening, the Center has provided over 4,500 individual tutoring sessions to 230 students.

The project is an innovative partnership between the City of Hayward and Hayward Unified School District. The primary goal of the Center is to improve student achievement, measured through testing administered on-site. After just ten sessions in the Center, average student test scores in reading and math improved by 16 percent! A secondary goal of the project is to encourage community involvement in student success through meaningful volunteer opportunities. In the project's first year, 25 dedicated volunteer tutors gave 800 total hours of their time to the Center to help kids succeed in school, which helps build a stronger, more-educated Hayward.

To find out more information about the Library's Homework Support Center and its volunteer opportunities, contact Lindsey Vien at 881-7535 or visit <http://bit.ly/library-HSC>

Sean Reinhart, Library & Community Services Director
sean.reinhart@hayward-ca.gov, 881-7956

Hayward's Paratransit

Door-to-door transportation service for eligible Hayward residents unable to use public transportation because of a medical condition or disability is available. Call 583-4230 or visit:

<http://bit.ly/HQQPLE>

Subscribe to Hayward Highlights It's Easy and Free

Thanks for reading **Hayward Highlights**, the City's quarterly newsletter that lets you know about important doings, useful information, and progress we're making in getting work done to improve day-to-day life in the City. We cover a variety of topics that we think you'll find informative, useful, and present opportunities to get involved directly.

If you'd like to receive it in the future, just visit the **Newsletter's webpage** on the City's website to sign up to receive it via email or download it directly. Additionally, you can give us feedback on anything you read by contacting the author of a piece or write us at HaywardHighlights@hayward-ca.gov. Finally, **Access Hayward** is a great place to ask questions, request information, or report problems. Let us know how we can help.



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